

# Angelus<sup>®</sup>

BRAND

LEATHER PAINT . LEATHER DYE . LEATHER CLEANER . SUEDE DYE . LEATHER CONDITIONER . WAX SHOE POLISH







## > OUR STORY

**Angelus Shoe Polish** was not even a dream when the young Greek immigrant, Paul T. Angelos, arrived at Ellis Island. Making his way to Chicago, Paul shined shoes and saved enough money to go to Los Angeles. After arriving in Los Angeles penniless, he secured a job at a large shine stand. Paul saved enough money to open his own shine stand. Through hard work and long hours, he was able to send money for his brothers, George and Louie, to join him. Soon there were 14 employees and three shine stands; Sixth Street – opposite the Hayward Grill, Fifth Street – opposite the Alexandria Hotel, and one next door to The Pantages Theater. After being crowned, “King of the Bootblacks”, Paul was able to make the return trip to Greece to marry his sweetheart. Many years later, Paul would tell his grandchildren what an experience it was to return to Greece on the Ocean Liner, Mauritania First Class, which was the same ship that brought him Steerage to American years before. How fortunate his family was to be able to come to this country where freedom, success, and happiness were possible through honesty and hard work.

Arriving back in Los Angeles with his bride, the decision was made to start making a few items to use on their shine stands. Soon, other bootblacks started wondering what the Angelos boys were using on their shine stands and started asking where they could buy some.



The demand for Angelus products started to grow until the poor kitchen stove could not keep up with demand. A small shop was then opened on Winston Street. The brothers, cousins, and brother-in-laws, all split time between their shine stands and their new manufacturing plant.

It was not long before the plant demanded full time attention. The decision was made to sell the shine stands and devote all their energies into making shoe polish. Some of the family worked in the plant while others took to the road where they covered the country with their sample cases. When necessary, they rolled up their shirt sleeves and worked in the repair shops or shined shoes to demonstrate the quality of the Angelus products. In 1917, the Angelus trademark was registered. In 1924, a new five-story plant was built on Maple Avenue in Los Angeles. In the early

1930's, Paul's son George joined the family business on a full time basis. Demand continued to grow for the Angelus products throughout the 1930's and 1940's.





At the end of World War II in 1947, with most of the principles of the business reaching well into retirement age, a decision was made to sell the business. The Angelos "boys" retained the building so the new owner of Angelus, moved to the former Santa Cola bottling plant in Culver City California. Many changes were made to Angelus, sadly none for the good. The new owners felt that more money should be made and why use the expensive ingredients in the shoe polish. As a result, a good business with a reputation for unmatched quality and service was brought down to almost nothing.

In 1953, Paul and his son George bought back Angelus Shoe Polish. They went to what they knew best – honesty, quality, and hard work. Any merchandise that was defective was taken back and refunds or new product delivered. Sid Solomon, their salesman would question Paul, *"You cannot take back this much merchandise, especially products that you did not even make!"* Paul's reply, *"It has our name on it and we will make it good. It matters little who actually made it!"* As a young boy, my first job at Angelus was working beside my father and grandfather washing out hundreds of thousands of bottles of returned merchandise. We were the only plant employees. Finally after mastering the art of bottle scrubbing, I graduated to packing and mixing.

The only equipment we had in those days was the cooling tunnel for paste polish, one old noisy cream mixer, a few tanks, and wooden paddles for mixing. Filling the product was done with a hose and funnel. Capping was done by blistered hands.



Slowly but surely the demand for Angelus grew again. Soon additional machines were bought and employees hired. Angelus remained in Culver City for 59+ years before moving to a larger facility in Santa Fe Springs, California.

Today, as the last original shareholder of Angelus Shoe Polish, I am as proud of our product and reputation as my grandfather was the first time he touched his fingers to a can of polish, shined a pair of shoes, and was flipped a dime for a job well done. It is my promise to

all my family that have been involved at Angelus Since 1907 that we will not compromise the basic principles on which our company was founded:  
**Honesty, Hard Work, Quality**

**PAUL G. ANGELOS,**  
President



**Angelus Acrylic Leather Paint** is the world leader in custom leather colourings.

Angelus Paints utilize a flexible, self-levelling, non-cracking formula that adheres to multiple surfaces such as leather, vinyl, patent leather, canvas and more when prepared properly.

They are available in a variety of standard colours, as well as neon's and metallics. Ideal for painting boots, jackets, athletic shoes, purses, and more! When properly applied, Angelus Leather Paint will not crack, peel, fade, or rub off.



Water-based for easy clean up. Paints can be blended together for countless custom colours. They can be applied with a fine brush, sponge, airbrush (some thinning may be required depending on the colour), or whatever! Angelus Leather Paint is also economical with a 1 oz. tub normally enough to cover up to 3 standard pairs of shoes.

Angelus Paints can be used on any type of shoe or leather item from Lebrons, Jordans, KDs and Kobes to all canvas and running shoes. With the proper preparation it can adhere to any surface.

## Colour Chart

WHITE	FLAT WHITE	LIGHT GREY	BLACK	FLAT BLACK	BROWN	BEIGE	LILAC	PURPLE
BLUE	LIGHT BLUE	PALE BLUE	BLUE TURQUOISE	GIFT BOX BLUE	GREEN	LIGHT GREEN	YELLOW	ORANGE
FIRE RED	RED	HOT PINK	PETAL PINK	NEON JAMAICAN JOY	NEON POPSICLE GREEN	NEON TROPIC SUN	GOLD	SILVER

## We also offer an Angelus Basics Kit

This complete set includes all of the necessary tools and accessories to begin creating beautiful works of art or restoring your vintage leather pieces. Included in this kit:

- Five 1 oz. Acrylic Leather Paints: Black, White, Red, Yellow, & Blue
- Five assorted paint brushes
- One 1 oz. Leather Preparer & Deglazer





## Angelus Mediums

**Angelus Preparer & Deglazer** was specially developed for thoroughly preparing leather, either used or new, for painting. The removal of mud, grease, oil and other dirt prevents the paint from cracking or breaking. It is important to take enough time for this task. The cleaner the surface, the better the leather paint adheres.

Important: only use this product on leather and not on plastic, rubber or other materials. If you want to colour products that are not made of leather, e.g. the side edges of rubber soles, it is best to first thoroughly clean them with water and soap. The basic component of the Preparer & Deglazer is acetone. However, the combination of the different components has been specially coordinated for use on leather, combined with Angelus Leather Paint. Apply the product with a cotton-wool pad or cloth

**Angelus 2-Thin** is perfect when you need to thin out our Angelus Leather Acrylic Paint. It keeps your shoe paint from clumping on a mesh surface, and it's great for thinning the paint for airbrush use on your customizations.

For airbrush applications, we suggest using a 1 part 2-thin to 4 parts paint ratio (1:4).

Do you need to paint plastic or other hard surfaces? Then **Angelus 2-Hard** is the perfect item for you! When mixed with Angelus Acrylic Paints, this product will allow the paint to adhere to non-porous surfaces such as plastic or glass. Angelus 2-Hard promotes adhesion and film hardness.

Mix with Angelus Acrylic Paints: 50% 2-Hard for flexible surfaces, 75% 2-Hard for rigid surfaces. Apply multiple thin coats until you obtain full and even coverage. Allow to dry for 48 hours.

**Angelus 2-Soft** is an absolute must-have when working on fabrics such as the sock-liner of shoes and other soft fabrics. When heat-set properly, this Fabric Medium will help keep your fabrics nice and soft after being painted.

Mix Angelus 2-Soft with Angelus Acrylic Paints in a 1:1 ratio. Apply multiple coats until you obtain full and even coverage. Allow paint to completely dry. Heat-set using a heatgun at 300° F for 3-5 minutes (this step is REQUIRED).

**Angelus Duller** is mixed with Angelus Paint in order to reduce the amount of shine in the paint. Perfect for if you want the "Matte" or "Flat" look. We recommend mixing no more than 5-8% duller into your paint solution.

Duller also works well when mixed with Angelus Acrylic Finisher's.



After using Angelus Leather Acrylic Paint, apply **Angelus Acrylic Finisher** to your customized sneakers to help protect the paint from minor scratches and scrapes. Available in a Matte and High Gloss finish.

If using the Matte Finisher, be sure to shake the bottle very well before use (shake for at least one whole minute).

Duller may be added to each finisher for a more Matte shine. We do not recommend adding more than 0.125 oz of duller to a 1 oz bottle of finisher.



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